

NATIONAL CANNERS ASSOCIATION

Information Letter

FOR N. C. A. MEMBERS

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Canned Foods Week

By the time this issue of the Information Letter reaches most of the Association's members Canned Foods Week will have started. For ten days there will be an intensive effort to educate consumers and stimulate sales.

The field organization this year comprises over five hundred committees covering many more than that number of cities and towns. Every state in the Union is represented in the organization. Every committee has been shipped supplies in ample time to permit their distribution to retailers. Canners in a number of places have undertaken to interest retailers and furnish them with supplies.

Two hundred sets of mats of advertisements have been furnished to committees and newspapers. Eighty-two thousand circulars telling how retailers may cooperate in the campaign have been shipped to local committees.

Members of the National Committee representing the associations of canning machinery and supply firms, brokers, wholesalers, retailers, and chain stores have put out letters urging their members to participate actively in the campaign. State canners associations, notably in Michigan, Pennsylvania, and Minnesota, have joined actively in the organization of the work in their fields.

As in past years, the results in the various markets will be in direct proportion to the interest and enthusiasm shown by the local committees and the distributors whose cooperation they

sought. There is assured for the country as a whole a period of exceptional publicity and sales efforts that will do much both toward popularizing canned foods and increasing their consumption.

Conference on Market Research

A conference on market research, sponsored by the Department of Commerce, was held in Washington October 29 to suggest, discuss and adopt a priority list of fundamental research projects in the field of marketing which have common interest and value for everybody engaged in the field of market research; and to discuss and adopt, if possible, the ways and means of accomplishing these studies.

The outcome of the conference was the adoption of proposals to organize under direction of the Department of Commerce two committees to coordinate relations between private and governmental agencies in the field of market research.

The opening session was devoted to a general discussion, with emphasis on the following subjects:

1. The cost of living and dispersion of incomes among families receiving incomes of \$2,500 and over.
2. The need of statistics for industrial as well as consumer marketing.
3. Further definition of trading areas by commodities or by shopping zones.
4. A study of trading center operations in communities of several types.
5. The movement of population to new trading areas because of better means of transportation.
6. Further development of quantity statistics of production.

A working committee was then appointed to act on the general suggestions at the morning session, and at the afternoon session this committee presented the following recommendations, which were adopted:

1. Feeling that a census of distribution is basic to any improvement in market analysis, the Conference strongly recommends it as the most essential and urgent work to be done in this field.
2. That there be created a committee of Washington bodies which are working on market studies and kindred subjects to coordinate their work of gathering and analyzing statistics with the work of the Central Committee already voted.

3. That because of the wide scope of research subjects suggested it is not possible today to make recommendations for a priority list or for ways and means of accomplishment, but that these subjects and the consideration of the ways and means of accomplishing them be referred to the Central Committee.

4. That the Department of Commerce operate to appoint, organize and coordinate the work of the two committees, namely, the Central Committee of individual businesses engaged in market analysis work, and the committee which is to be set up among the Washington bodies.

5. That the question of the methods of collecting and utilizing statistics by county and other bases be referred to the Central Committee.

6. That the members of the Conference should interest themselves in the formation of local groups of those interested in market research, which will serve as advisory bodies to the Central Committee.

7. That the Central Committee should establish contact with the Association of Collegiate Schools of Business and with universities engaged in commercial research work to suggest studies of the most practical use; and to collaborate in directing students' work into channels of practical as well as academic value.

8. That the Committee shall cooperate with the U. S. Department of Commerce to call future conferences on market research.

Among the topics mentioned in the general discussion following the adoption of these recommendations were the setting up of better work standards in the field of commercial research, the development of ethical standards, the present evolution in the field of merchandising with particular reference to the increase of chain stores, group buying, hand-to-mouth buying, inter-industry marketing, cooperation with the Schools of Commerce, compilation of statistics of the production of basic industrial items with further classification than is now available, and further statistical bases for delineating primary and secondary trading centers. It was also suggested that the Committee should take action to acquaint wholesalers, retailers, and consumers with the vital necessity of cooperating in any work which the Committee or any other research organization might undertake, and the necessity of giving information freely, and that this Committee might try to coordinate the many requests for information going to these trade sources.

The meeting placed its endorsement on the work of the Do-

mestic Commerce Division of the Department of Commerce in making regional market surveys.

The discussion then turned to the problems involved in the accomplishment of the studies which the permanent committee will recommend. Suggestions were made that some of the studies might be undertaken by trade associations and other trade bodies. It was also suggested that large corporations profiting most from this work might contribute to establish a market research foundation.

Per Capita Consumption of Canned Foods in Ohio City

The September-October issue of the Bulletin of the Ohio Agricultural Experiment Station contains an interesting report on a food survey of Lima, in which are given per capita food consumption figures for a number of products. The study covered the year 1924, and the per capita consumption of the canned foods included in the survey were as follows: Canned corn, 3 pounds; canned peas, 2.4 pounds; canned tomatoes, 6.7 pounds; canned peaches, 3.5 pounds; canned cherries 1.8 pounds.

Standard Contract Terms and Conditions for Warehouse Industry Approved

After extended conferences with the industry, the Department of Commerce has officially indorsed the standard contract terms and conditions for the warehouse industry, as approved and adopted in conference by the representatives of the warehouse, railway, shipping and banking industries, April 30, 1926, at Washington, D. C., and as reported in Information Letter 159.

This completes the simplification program as outlined by the industry, in which the Department of Commerce was of assistance in bringing together interested peoples. Official approval by the Department is given after a sufficient number of bankers, railwaymen, shippers, and other users of warehouse forms incorporating the standard contract terms and conditions have given their written approval to insure the use of these terms by both the warehouse industry and associated industries.

Vitamins in Spinach

The November number of *Hygeia*, published by the American Medical Association, contains an interesting editorial under the above title, based on some experimental vitamin studies undertaken by two women investigators, Drs. Harriette Chick and Margaret Roscoe of the Lister Institute, London.

These investigators point out the great value of spinach as a source of vitamin A, which is particularly necessary to promote proper growth. When winter-grown spinach was added to the diet improvement was shown in the well-being and rate of growth of the animals used in the feeding experiments, on account of the vitamins that it contained.

Another worker, Dr. Margaret A. Boas, made a special study of the presence of the vitamin which prevents rickets, a disease due to improper developments of the bony structure of the body. Dr. Boas found that spinach alone did not contain a sufficient quantity of this vitamin to secure normal development of the bones.

Salmon Rates Remain Unchanged

The carriers having filed a tariff effective October 1st canceling schedules which they proposed in August that would eliminate commodity rates theretofore applied to canned salmon, in carloads, from the Pacific Coast to Knoxville, Tenn., the Interstate Commerce Commission has now ordered discontinuance of the proceedings. The rates will accordingly remain as at present. The proposed schedules would have resulted in the application of higher commodity rates, and slightly lower carload minimum weights. Previous reference to this case was made in Information Letter 174.

Germans Eat More Canned Pineapple

The increasing popularity which canned pineapple is enjoying on the tables of the world is very apparent in Germany where it is sharing favor with bananas as an article of popular consumption, according to advices to the Department of Commerce. Before 1914 canned pineapples were regarded as table luxuries and were sold by only a few large delicatessen houses, while in 1924 imports into Germany of pineapples amounted to nearly 5 million marks. In the first eight months of 1926 such imports totaled 3,311,000 marks. The Hawaiian Islands and Singapore predominate as sources of German imports of canned pineapples. Portugal enjoys an important position as a supplier of fresh and peeled pineapples, but sends little of the canned variety to Germany.

Heavy Freight Movement Continues

An unprecedented freight traffic continues to be handled by the railroads of this country. Loading of revenue freight for

the week ended October 23 totaled 1,209,043 cars, a decrease of only 1,120 cars under the preceding week this year when 1,210,163 cars were loaded, the greatest number for any one week ever reported. The total for the week of October 23 was an increase of 88,366 cars over the corresponding week last year and an increase of 95,990 cars over the corresponding week in 1924.

Nonerasable Mark for Experimental Cans

For a number of years the Research Laboratory, when making experimental packs in which it was absolutely essential that cans of different packs be distinguishable even though they became mixed, has used a slightly acidified solution of copper sulfate (blue vitriol) to mark cans. Canners in whose plants this was done have always taken an interest in this because they frequently find it desirable to mark a can which they want to take out of the line later or hold for future observation.

A few ounces of copper sulfate in a glass container, such as an old ink well, covered with water and a few drops of hydrochloric (muriatic) or sulfuric acid (oil of vitriol) will furnish such a marking fluid which will last a long time. If the water evaporates more may be added. To write with this a match or any other suitable piece of wood may be used. An ordinary pen may also be used but copper will plate out on it and eventually it will corrode. The principle of this method is that the copper in the fluid plates out on the can, thus making a nonerasable mark. It is possible, in this simple way, to put on single cans a permanent record of their preparation or treatment.

Radio Talks During Canned Foods Week

As in past years radio addresses will be an interesting feature of Canned Foods Week. Local committees have thus far reported the following arrangements for talks:

Altoona, Pa.—Station WFBG. Address by E. J. Miller.

Berrien Springs, Mich.—Station WEMC. Addresses by President M. C. Hutchinson of the Michigan Canners Association and other Michigan Canners.

Buffalo, N. Y.—Station WGR. November 10, 7.45 p. m., address by James Moore, New York Canners, Inc.

Cincinnati, Ohio—Station WSAI. November 13, 7.15 to 7.45 p. m., addresses by Harry J. Helmers and Miss Eleanor R. MacLay, songs by Christy and Fischman; November 16, 6.45 to 7.15 p. m., songs and other entertainment pertaining to Canned Foods Week by Earl Buckner and Harry Ricketts.

Cleveland, Ohio—Station WTAM. November 10, 7.00 p. m., address by Neal W. Keefer, A. K. Ackerman Co.

Fort Worth, Tex.—November 9, 8.20 p. m., address by J. W. Shugart, Waples-Platter Grocery Co.; November 15, 9.30 p. m., address by D. B. Gallagher, Gallagher-Wallace Brokerage Co.

Kansas City, Mo.—Station WDAF. November 10, 6.00 p. m., address by H. C. Balsiger.

Lansing, Mich.—Station WKAR. November 10, 8.00 p. m., address by W. P. Hartman, Secretary, Michigan Canners Association; November 12, 8.00 p. m., address by Jean Kruger, Dean of Home Economics, Michigan State College; November 15, 8.00 p. m., address by M. C. Hutchinson, President, Michigan Canners Association.

Memphis, Tenn.—Station WMC. November 8 to 20, addresses each evening on Canned Foods Week; November 8 and 11, 9.50 a. m., special talks by Miss Kitty.

New York, N. Y.—Station WJZ. November 10 to 20, daily talk at 2.00 p. m. by Mrs. Julian Heath of the Housewives League.

Omaha, Neb.—Station WOAW. November 9, 13, 16, 10.00 p. m., addresses on canned foods.

Philadelphia Pa.—Station WIP. November 10, 12 and 18, addresses by H. A. McGinnis.

Portland, Oreg.—Station KGW. November 10, 7.00 p. m., address by O. L. McPherson.

Richmond, Va.—Station WRVA.

Salt Lake City, Utah—Station KSL. November 10 to 20, 7.00 p. m., canned foods announcement by Town Crier each evening; November 9, 8.00 to 10.00 p. m., musical program with ten-minute talk on canned foods.